a sure thing.

thing besides.

Hart Schaffner & Marx

Try to Take Beaumont-Hamel, Commanding Thiepval Front

London, Nov. 8 .- Fighting on the Somme front to-day was confined to local attacks by both sides north of the river. None of these efforts gained

### Official Statements

Official Statements

On Western Fighting

Berlin, Nov. 8.—To-day's official

report says:

Army group of Prince Rupprecht:
North of the Somme during the day the activity of the fighting did not exceed moderate limits. In the night British attacks between Le Sars and Guedecourt falled under our fire.

South of the Somme the French attacked on both sides of Ablaincourt. Our advanced detachments in the southern part of Ablaincourt were pushed back, and the village of Pressoire was lost. The northern wing of the attacking enemy forces were repulsed.

A brief cablegram from Ambassador Page, at London late to-day, announced the sinking of the liner. It made no morition of American: on board. In the absence of Secretary Lansing, who will not return to Washington until to-morow, no formal comment on the case was forthcoming.

Official Statements in the sinking of the liner. It made no morition of American: on board. In the absence of Secretary Lansing, who will not return to Washington until to-morow, no formal comment on the case was forthcoming.

Officials freely predicted to-day that the sinking of the Arabia would revive the dispute between this country and Germany over the arming of merchant the policy of the line.

Norwegian and British

Vessels Latest Victims

London, Nov. 8 .- The British official statement to-night says: There was artillery activity against our whole front south of the Ancre. The weather continues stormy.

picked men even at the cost of de

picked men even at the cost of destruction.

"On this day also an attack near Gueudecourt could not be launched in consequence of the German curtain of fire which held the troops in the trenches and swept the ground where assemblies were taking place with ghastly certainty. The French finally gathered behind the front cavalry and field guns, which, it was intended, were to cross the destroyed trenches of the opposing forces.

# **DEPORTING OF CIVILIANS**

## Hague Rule Violation

London, Nov. 8.—A Reuter dispatch from The Hague says Princess Juliana, the only child of Queen Wilhelmina, is confined to her bed with symptoms of fever. She is seven years old.

## Haviland China

Breakfast Sets Luncheon Sets Dinner Sets

# Haviland & Co

11 East 36th Street

Vases, Comports in Rock Crystal Effects, Lamps Bronzes Clocks ADVERTISEMENT

We take what chances there

are and on the whole our

capital and surplus will pay

the bill and leave us some-

TITLE GUARANTEE

AND TRUST C?

Capital . . \$ 5,000,000 Surplus(all carned) 11,000,000

3 ATTACKS WIN FOR FALKENHAYN

### Retakes Bodza Heights-Mackensen Beaten Near Hirsova

London, Nov. 8 .- Falkenhayn's troops are pushing ahead steadily in the im portant mountain passes on the southern Transylvanian front. At the head of Bodza Pass, southeast of Kronstadt, heights seized by Ferdinand's forces few days ago were recaptured by the

Germanic troops. The success obtained by the Teuton south of Red Tower Pass yesterday was further extended, the defenders being pressed back in the region of Spini.

possibility that it might mean a change in Germany's methods of submarine warfare. A brief cablegram from Ambassador

## War Office Versions of Balkan Battles

Berlin, Nov. 8 .- To-day's official

Vessels Latest Victims

London, Nov. 8.—Announcement of the sinking of the British steamer Seatonia and the Norwegian steamer Reime was made by Lloyds Agency to-night. The Seatonia's crew was saved and the captain taken prisoner. The vessel was of 3.533 tons.

Stockholm reports to-night. that Sweden has lost fifty-one vessels, of 75,200 tons, through submarines up to October 1. Thirty-seven other ships have been damaged, nine disappeared without leaving any trace, and 222 lives have been lost.

The Norwegian losses, in ships and lives, have been infinitely greater than the ship yards of Norway can construct vessels they are being sent to the bottom by German submarines.

### TEST OF 8-HOUR LAW BROUGHT IN OMAHA

Allies' Gains on Somme

Guilty to Indictments

raigned yesterday before Judge Thomas

in the Criminal Branch of the Federal

District Court pleaded not guilty to

Union Pacific Railroad Sues Woman and Man Plead Not Challenging Constitutionality Omaha, Nov. 8 .- The constitutional-Miss Buda Godman, alias Alice Willty of the eight-hour railroad law, reiams, and James Christian, when ar-

cently passed by Congress, is to be tested in the Federal court here. The Union Pacific Railroad Company indictments charging them with en- brought suit to-day against Thomas S. gaging in a conspiracy to impersonate Allen, United States District Attorney, government officers engaged in prose- and four Union Pacific trainmen repre-

trenches only to the northeast and southeast of Sailly, where they were defeated in sanguinary hand to hand fighting, while other storming columns, in complete disorder, fell back to their own trenches.

"Three times a hopeless attack against Le Transloy was launched. The French troops were decimated by the German fire and the attempts were then abandoned. The French also suffered heavy defeats in the powerful engagements between Le Sars and Bouchaster.

"The conspiracy, the indictment of the purchaster, was entered into for the purchaster. The company alleges that the law is not a proper regulation of interstate commerce; that it violates the guarantees of the Fifth Amendment of the Constitution and that it is unworkable as applied to existing conditions. Copies of all the schedules under which the Union Pacific trainmen work are included in the bill of complaint.

Thursday, November 9, 1916.

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats-and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

pressed back in the region of Spini. I T'S about time that some of the stores of this town were notified that

In the Jul Valley the battle also is developing in favor of the invaders.

In the Dobrudja the Rumanian and Russian forces swept nearer Hirsova to-day, beating back the right wing of Mackensen's army.

In the Tulghes region of Transplvania the Czar's troops advanced over the border as far as Belbor and Hollo, in the Bystritza Valley. South of Domavatra they gained ground west and south of Mount La Muntelu.

South of Predeal the Germanic troops are in better position than anywhere else on the front at present. The capture of the powerfully fortified position of Clabuctul, five miles from Predeal, has given them command of the surrounding territory within a radius of several miles. This mountain fortress as an active the road through Predeal Pass as for south as the village of Azuga.

One after another, they are advertising men's suits reduced in price and extolled for the "hand-tailoring" which is claimed for them. And for one real hand-tailored garment offered to the public there are fifty which are the product of the reliable but less adroit nachire.

You see "hand-tailored" is an expression as well recognized in the jame they are the product of the reliable but less adroit nachire.

You see "hand-tailored" is an expression as well recognized in the jame they are the product of the reliable but less adroit nachire.

You see "hand-tailored" is an expression as well recognized in the jewelry trade. At this time it is unnecessary to go into details by telling exactly what constitutes a hand-tailored garment. It is perfectly well known in the trade and it is unnecessary to go into details by telling exactly what constitutes the where you have to pay fole.

For our present purposes it is sufficient to tell you, as a wearer of clothes, that where you buy a suit which is advertised as hand-tailored, you have every reason to expect it to hold its shape as if it were made for you by a Fifth Avenue tailor. And it so not not have every reason to expect it to hold its shape as if it were made for you we have every reason

PREQUENTLY we hear of something which so tangibly expresses the trend toward better things in merchandising that we like to spread it on the record. Such an event has occurred in St. Louis, where on October 30 the Stix, Baer & Fuller Dry Goods Company announced in a large advertisement in "The St. Louis Republic" that in the future it would not mention comparative prices. This is their statement:

Announcing AN IMPORTANT CHANGE IN OUR STORE POLICY, effective Tuesday, October 31. The use of comparative prices will be discontinued in all of our advertisements. Stix, Baer & Fuller Dry

Goods Co.

Comparative price quotations have a tendency of breeding exaggeration. No matter how vigilant one may be—no matter what caution one may exercise—no matter how severely one may censor the reports concerning the merchandise, misstatements are likely to occur. They may be due merely to the overenthusiasm on the part of one individual, or to an honest error of judgment on the part of another, but the results are the same.

The adoption of this policy in our advertising is also due to the abnormal conditions existing to-day because of the European war, which has resulted in price fluctuations so frequent and so great that it is difficult for merchants to determine the exact market value of merchandise.

merchandise.

We have always realously guarded our reputation for reliable, honest merchandising, and have attempted to avoid any method of storekeeping which could in the least degree be subjected to criticism. We regard the integrity of our printed or spoken word as too sacred to be clouded by the slightest doubt.

There will be no change in our policy of offering special bargains. Our sale features will continue to be saving attractions of first magnitude. When fortunate trade deals permit, we shall offer our customers the full benefit of them, but in no case will we quote comparative values.

our plain statement that the merchandise offered is an exceptional value at the price will, in our opinion, have sufficient weight.

This forward step is the result of an evolution that is creating a better understanding and a spirit of greater confidence between the merchant and the public.

STIX, BAER & FULLER DRY GOODS CO.,

"An evolution that is creating a better understanding and a spirit of greater confidence between the merchant and the public," is an adequate description of precisely the ideas for which all of us are contending. Permit The Ad-Visor to congratulate you, gentlemen, on your admirable statement and on the judgment and far-sightedness which inspired it.

CLIPPED this from the back of a box of Hershey's chocelates which protects the storekeeper and the customer from damaged

The clipping headed "CAUTION!" is as follows: This chocolate was in perfect condition when it left our factory. If damaged in any way on opening, please notify us

Extreme heat will spoil these goods. Do not store too near the ceiling or expose to direct rays of sun in summer. Do not place next to drugs, tobacco or other ingredients,

from which chocolate absorbs the flavor.

Please offer NO damaged goods of our manufacture to your customers. Place such goods aside and notify the jobber through whom you purchased.

HERSHEY CHOCOLATE CO.

Though its general tone conveys the impression of the "guarantee of satisfaction," which it is undoubtedly, we should like it better if it made a specific promise. Even so, it is far better than many co-called guarantees, and has the additional virtue of being preventive, instead of remeating Worth Price Paid in Lives dial, protection.

A LLOW me to advise you, as well as my fellow Tribune readers, that Baily's department store, Broeklyn, is at it spain: SHOES, \$.50 EACH. They are evidently making a strong bid for the one-legged man's trade. IRVING J. BEERMAN. And for the patronage of those with one-cylinder minds.

A BRAHAM & STRAUS advertised a sale of coats in Sunday's papers and my wife went there on Monday to look at them. A handand my wife went there on Monday to look at them. A handsome coat marked \$14.98 attracted her and she decided to buy it. The
saleswoman in making out the purchase slip became greatly excited
when she noticed that the sales ticket on the coat was marked \$14.98
in red ink over the original price of \$34.98. She said there had been
some mistake and called the manager of the department. He looked
the matter up and stated that the coat was to have been marked \$24.98,
that a mistake had been made, but that they would stand by the price
on the sales ticket. My wife paid a deposit of \$5 and had the coat sent
C. O. D. It was delivered that afternoon. Now, the point is, they
could easily have refused to make this sale. The coat was certainly
underpriced, but the manager's actions made it clear that Abraham &
Straus have only one price, and that the price marked on the sales
ticket.

A distinguishing characteristic of a good store is its equal readiness to abide by its mistakes when the customer profits as to correct the errors when the customer loses.

IT IS a great pleasure to note your change of policy regarding prizes

It has always seemed inconsistent with the standards of your fine work, this paying of two dollars for complaints, for if a customer has an honest complaint and has an honest desire to keep others from having similar sad experiences, it would seem rather unnecessary to induce them with a payment of a prize.

Then, too, it has always seemed that the store against which the complaint was filed would be inclined to question the good faith of the complainant by reason of this prize.

The effect on the individual with an honest complaint would probably be diffidence and hesitation about writing you for fear that his motives might be questioned.

So, all things considered, I believe you have made a big step forward by this change of policy and one which will be a real help to all concerned.

My congratulations, Mr. Ad-Visor, and good wishes for your continued success.

There were, unquestionably, many people who wrote to The Ad-Visor.

ders, guns and ammunition and German, cassualities. On the other hand, Prince
Rupprecht had to seek satisfaction in the thought that the Allies' casualities exceeded his on had decided to push ight on the Bapaume-Peronne road in the three weeks of the Some to have done so. Nothing would have been done so. Nothing would have been erail to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his to have had Sir Douglas Haig and General for his indicated the German general staff were than to have had Sir Douglas Haig and General for his manufacture of the success would have been enormous compared even with present standards.

In August there was much bloody fighting at High Wood. The British than Germans died diers' lives. Undoubtened, but General deer's lives. Undoubtened, but German deer's live of the central deer's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Undoubtened his but the start of the war Germany dier's lives. Und

The double-breasted great-coat One of our special styles for young men

OOD STYLE hasn't been sacrificed to Comfort; but comfort is the first consideration in such a garment; warmth, and the luxurious feeling of rich, fleecy wool.

You'll get these coats in the finest imported and American allwool weaves; with such tailoring as such fabrics are entitled to.

Be sure our label is in the coat; a small thing to look for, a big thing to find.

Hart Schaffner & Marx Good Clothes Makers

You may want a Hart Schaffner & Marx greatcoat or a dress overcoat; a medium weight for mild days or a heavy, storm-defying ulster.

Whatever your wishes, in style, in material, in colorings, you can gratify them here in these famous clothes

# Wallach Bros.

Broadway, below Chambers 246-248 West 125th Broadway, corner 29th

Evenings

TAKING CHANCES FAILS ON ANCRE T is all right perhaps to take chances when there is something to be gained if you win. It is all wrong if there is nothing to gain. When you have our policy of title insurance you have

ground. The Germans, after an intense bombardment, launched a strong counter blow against the British positions west of Beaumont-Hamel, north of the Ancre.

The advancing columns melted under the deadly fire of the British batteries.

Beaumont-Hamel is one of the most powerful points in the British lines, and is strongly defended by heavy artillery and machine guns, which command the front as far east as Thiepval. The British took up the attack during the evening between Le Sars and Gueudecourt, but were unable to advance.

Capital . \$ 5,000,000 Surplus (all carned) 11,000,000 176 B'way, N.Y. 175 Remsen St., B'klyn. 350 Fullon St., Jamaica.

Gueudecourt, but were unable to auvance.

After their brilliant sweep north of Chaulnes yesterday, the success of which is admitted by Berlin to-day, the French contented themselves with consolidating their new positions. London looks for a decision in this important sector before many days.

The German airmen carried out a successful operation on Monday night against the great French ammunition depot at Cerisy. Berlin announces that series of fires and explosions were

depot at Cerisy. Berlin announces that a series of fires and explosions were caused by bombs dropped.

Army group of the German Crown Prince: There were lively artillery duels in the Meuse sector.

## Berlin Paper Describes "Day of Death in France"

Berlin, Nov. 8 (via wireless to Sayville).—"A day of death in France," is the way November 5 is characterized by the war correspondent of the "Berliner Tageblatt," according to the Overseas News Agency, which quotes from the article as follows:

"Again the British shortened their sector, but even on the shortened front were forced to engage a division of minor value, which was sent against positions that could not be reached by picked men even at the cost of depositions that could not be reached by picked men even at the cost of de-

opposing forces.

"This great thrust resulted in a great day of death for the storming columns. They entered the German trenches only to the northeast and southeast of Sailly, where they were defeated in sanguinary hand to hand fighting, while other storming columns, in complete disorder, fell back to their cown trenches.

# BELGIUM TO PROTEST

# Will Appeal to Neutrals Against

Hague Rule Violation

Havre, Nov. 8.—The Belgian government has decided to protest to neutral governments against the deportation of Belgians and their alleged employment at forced labor in German factories and in military work at Verdun. The documentary bureau of the Belgian War Ministry says the government has positive information that 15,000 Belgian men and a number of French civilians forcibly were taken between October 15 and 24 from various parts of Belgiam, the two Flanders and the regions of Tournai and Mons.

"These unfortunates," says the note, "were crowded in open cars, exposed to intemperate weather and sent as cattle to various destinations, certain of them to Germany and others to the Verdun front. There can be no doubt that most of them will be employed on work of a military character.

"The Belgian government has decided to protest solemnly to neutral countries against this particularly abominable violation of Article 3 of The Hague Convention."

Have been out of all proportion to Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montauban in July. For every three ment must be weighed relatively, and there are as many standards as there are as man

## Rumanian General Killed

London, Nov. 8.—The death of Gen-eral Dragalina, commander of the First Rumanian Army, from a recent wound received in battle is reported in a Bu-charest dispatch to the Wireless Press.

## Dutch Princess Is Ill

ers, guns and ammunition and German casualties. On the other hand, Prince

10 East 37th Street unreasonable co its importance.

were viewed in an entirely different

Gains Worth the Cost

During the flercest of the Somme

By ARTHUR S. DRAPER

London, Nov. 8.—In modern warfare the question of casualties is the foremost problem of the rival commanders in chief. But all losses in an engagement must be weighed relatively, and there are as many standards as there are armies.

The battle of the Marne, one of the decisive battles of all times, set a high transport of the present war, which has made all past present war, which has made all past proportion to Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on September 26 it cost them fewer men than it did to carry Montsuban in July. For every three casualties in the carrying of Thiepval's value to them, but when they took it on S

on July 1.

When the British army began the Somme offensive it had guns and ammunition behind it, but it lacked one thing, and that was experience. It was green, compared with the German and French armies; it was well trained.

During the fiercest of the Somme fighting the casualties in one week undoubtedly exceeded the total losses in the entire Franco-Prussian War, but the Allies considered the price they paid for their gains reasonable. Against their losses they balanced their territorial gains, their capture of prisoners, guns and ammunition and German ers, guns and ammunition and German ground offered.

## Officers Learn Discretion